



PITTI IMMAGINE BIMBO

THE PITTI POOL
is the summer edition theme.
Poolside comes SPLASHY

Fresh, transparent, playful and... naturally full of newness. This is the pool imagined for Pitti Bimbo 103 by Amedeo Piccione, art director, illustrator and designer who interprets, with his unmistakable style, the theme chosen for the Summer 2026 fairs of Pitti Immagine: The Pitti Pool. Around this pool, many things will happen. We will have fun, discover the latest in international kidswear and create new connections.

After Pinguino Pitt from the winter edition, Pitti Bimbo 103 introduces a new character. His name is **Splashy, a friendly and slightly clumsy little bear**, a very curious Teddy bear eager to meet new friends. Splashy loves to swim. He has always done so in the lakes of his mountains, but now that he has discovered the Pitti Bimbo pool, all colorful and full of games, he simply cannot resist diving in. What will happen? We will find out along the way. Splashy's adventures will keep us company until June. We will follow the little bear through every step of his journey toward Florence – **from the mountains all the way to the pool party** – having fun together with him.

The Pitti Pool, through the advertising campaign and the installations at the Fortezza da Basso, will be a way to invite the entire Pitti Bimbo community to “dive” into the magical world of kidswear, discovering the freshest trends and the new Spring/Summer 2027 collections.

Splashy will fill up on **ideas and extraordinary outfits**, and return home happy and content.